

City of Destin

**Operations Survey Comparison of Means
2005-2007**

Fielded

3/8/2007 - 3/29/2007

Data Collection

By



Tabulation and Analysis by

Rick Harper, Ph.D.

23 questions used a 5-point response scale, answering either:

Very Dissatisfied
Somewhat Dissatisfied
Neutral
Somewhat Satisfied
Very Satisfied

or,

Very Poor
Somewhat Poor
Neutral
Somewhat Good
Very Good

- The “mean of the means,” or the average response on the 5-point scale questions was **3.57**
- The following slide reports mean response values by year, along with a column reporting the statistical certainty that the mean responses truly differ by year.
 - “ ** “ indicates difference at .001 level,
 - “ * “ indicates difference at .05 level,
 - “ “ indicates no difference

Mean Response Values by Year	Mean 2005	Mean 2007	diff
Your satisfaction with living in the City of Destin	4.02	3.67	**
Rate the quality of life in your neighborhood	4.34	4.26	
Rate city government responsiveness to complaints	3.35	3.15	*
Rate professionalism of city employees	3.99	3.65	**
Your satisfaction with (henceforth YSW) sidewalks	3.57	3.61	
YSW streets	3.42	3.15	**
YSW street lighting	3.65	3.66	
YSW stormwater/drainage	3.49	3.38	
YSW boat launch facilities	3.6	3.56	
YSW parks and recreation facilities	3.76	3.84	
YSW public beach access	2.76	2.59	
YSW street maintenance	3.61	3.13	**
YSW sanitation services	4.17	3.79	**
YSW cemetery operations	4.03	3.59	**
YSW library services	4.45	4.53	
YSW recreational programming	3.86	4.01	
YSW City website	3.8	3.73	
YSW City of Destin police services	4.1	3.84	**
YSW City's efforts to keep citizens informed	3.71	3.61	
YSW City's Building Department	3.76	3.46	*
YSW City code enforcement	3.77	3.54	*
YSW how the City is addressing traffic-related issues	2.61	2.44	
YSW the City's response after Hurricane Ivan	4.32		
YSW the City's preparation for and response to hurricanes		3.95	

Methodology

4323 records of residents whose addresses were within the 32541 zip code were purchased from a list vendor. After removing dupes and any phone numbers present in TLG's internal DNC (Do Not Call) database, 4315 records were randomized and entered to be called. Eight (8) were suppressed.

Two qualifying questions were asked before proceeding with the survey:

qualifier_1 Do you live within the city limits of the City of Destin? (Y/N) (If “yes” goes to next Q on this screen; if “no” goes to Q31.) If Yes, continue, if NO, thank you and terminate survey.

qualifier_2 Are you or any member of your immediate family employed by the City of Destin? (Y/N) (If “yes” goes to Q32; if “no” goes to Q1.) If NO, continue, if YES, thank you and terminate survey.

In order to ensure candid responses from participants, TLG Marketing Research performed the City of Destin 2007 Operations Survey as a "confidentiality ensured" telephone survey. Respondents were assured that their answers and open-ended comments were anonymous.

To preserve that confidentiality, five (5) columns have been removed from the data set contained in the raw data spreadsheet on the final deliverables CD disk. The 5 columns suppressed were:

sname
phone
address
first_name
last_name.

Additionally, in the open-ended comments collected, proper names of respondents that appeared were replaced with [Respondent].

TLG Marketing Research has retained the source data set should it ever be required by court order.

All data supplied in this Excel spreadsheet is sufficient for any independent researcher to examine for verification purposes.

Overall, the 401 completed surveys contained in the raw data provide a 95% confidence level with a 4.66% +/- confidence interval.

City of Destin Operations Survey:

Presentation of Numerical Results

April 30, 2007

The logo consists of the letters 'TLG' in a white, bold, sans-serif font, centered within a solid blue rectangular background.

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City of Destin Operations Survey

- Survey respondent names and phone numbers were drawn from a master list of Destin residents
- Surveys were taken by telephone between March 8, 2007 and March 29, 2007
- 403 completed questionnaires ensured statistical validity of responses
- 23 questions with 5-point response scale permit comparison of average resident satisfaction/rating across issues
- 19 numerical questions generated other descriptive statistics
- open-ended questions allowed residents to voice opinions regarding particular issues of interest --many pages of resident comments

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We compared the mean response value for younger (<36 years of age) and older (>35 years of age) residents.

There are not statistically significant differences in mean response values on the satisfaction measures for younger versus older respondents.

Female respondents were more likely to be satisfied on several measures than were males. These included:

quality of life in the neighborhood (mean 4.36 vs 4.17),
boat launch facilities (mean 3.78 vs 3.41),
library services (mean 4.64 vs 4.43), and,
police services (3.97 versus 3.74)

Owners were less likely to be satisfied than renters on several measures. These included:

boat launch facilities (mean 4.23 vs. 4.53)

library services (mean 4.52 vs. 4.78)

recreational programming (mean 3.99 vs. 4.5)

police services (mean 3.8 vs. 4.5)

how city addresses traffic-related issues (2.4 vs. 3.04)

We defined new residents as having lived in Destin for less than 6 years. They were less likely to be satisfied than were long-time residents (>5 yrs) on one measure:

Street lighting (mean 3.45 vs. 3.72).

New residents (<6 years) are more likely to be satisfied than long-term residents (>5 yrs) on two measures:

public beach access (mean 3.17 vs. 2.43),

how city addresses traffic issues (2.72 vs. 2.36)

Are speeding/traffic violations regularly enforced in Destin?

		Frequency	Valid Percent	Cumulative Percent
Valid	No	192	48.9	48.9
	Yes	201	51.1	100
	Total	393	100	
Missing	System	10		
Total		403		

Where do you get most of your Information about City of Destin?

		Frequency	Valid Percent	Cumulative Percent
Valid	City website	10	2.5	2.5
	The City's quarterly newsletter	29	7.2	9.7
	Word of mouth	48	11.9	21.6
	Council meetings	22	5.5	27
	Local newspapers	225	55.8	82.9
	Local TV/radio	52	12.9	95.8
	Other	17	4.2	100
	Total	403	100	

Have you ever applied for a building permit?

		Frequency	Valid Percent	Cumulative Percent
Valid	No	226	56.5	56.5
	Yes	174	43.5	100
	Total	400	100	
Missing	System	3		
Total		403		

Rank order: Bulk trash in swale or right-of-way

		Frequency	Valid Percent	Cumulative Percent
Valid	1	74	20.8	20.8
	2	69	19.4	40.3
	3	63	17.7	58
	4	55	15.5	73.5
	5	55	15.5	89
	6	39	11	100
	Total	355	100	
Missing	System	48		
Total		403		

Rank order: Work done without permits

		Frequency	Valid Percent	Cumulative Percent
Valid	1	37	10.7	10.7
	2	33	9.5	20.2
	3	42	12.1	32.3
	4	51	14.7	47
	5	79	22.8	69.7
	6	105	30.3	100
	Total	347	100	
Missing	System	56		
Total		403		

Rank order: Overgrown lawns

		Frequency	Valid Percent	Cumulative Percent
Valid	1	29	8.3	8.3
	2	44	12.5	20.8
	3	74	21.1	41.9
	4	80	22.8	64.7
	5	62	17.7	82.3
	6	62	17.7	100
	Total	351	100	
Missing	System	52		
Total		403		

Rank order: Junk cars or boats

		Frequency	Valid Percent	Cumulative Percent
Valid	1	88	24.6	24.6
	2	97	27.2	51.8
	3	69	19.3	71.1
	4	55	15.4	86.6
	5	33	9.2	95.8
	6	15	4.2	100
	Total		357	100
Missing	System	46		
Total		403		

Rank order: House in disrepair (needs painting)

		Frequency	Valid Percent	Cumulative Percent
Valid	1	58	16.5	16.5
	2	68	19.4	35.9
	3	69	19.7	55.6
	4	65	18.5	74.1
	5	69	19.7	93.7
	6	22	6.3	100
	Total		351	100
Missing	System	52		
Total		403		

Rank order: Parking Violations

		Frequency	Valid Percent	Cumulative Percent
Valid	1	77	21.8	21.8
	2	42	11.9	33.7
	3	32	9.1	42.8
	4	44	12.5	55.2
	5	50	14.2	69.4
	6	108	30.6	100
	Total	353	100	
Missing	System	50		
Total		403		

Which is the most important challenge facing Destin?

Survey year		Frequency	Valid Percent	Cumulative Percent
2005	managing growth	179	44.5	44.5
	transportation	97	24.1	68.7
	building and maintaining a sense of community	15	3.7	72.4
	attracting jobs and economic development	11	2.7	75.1
	affordable housing	51	12.7	87.8
	access to waterways	14	3.5	91.3
	other	35	8.7	100
	Total	402	100	
2007	managing growth	230	57.2	57.2
	transportation	70	17.4	74.6
	building and maintaining a sense of community	9	2.2	76.9
	attracting jobs and economic development	13	3.2	80.1
	affordable housing	43	10.7	90.8
	access to waterways	10	2.5	93.3
	other	27	6.7	100
	Total	402	100	

Are you a full-time resident?

		Frequency	Valid Percent	Cumulative Percent
Valid	No	21	5.2	5.2
	Yes	382	94.8	100
	Total	403	100	

Do you own or rent your residence?

		Frequency	Valid Percent	Cumulative Percent
Valid	Own	378	93.8	93.8
	Rent	25	6.2	100
	Total	403	100	

What type of residence do you live in?

		Frequency	Valid Percent	Cumulative Percent
Valid	Condo	37	9.2	9.2
	House	340	84.4	93.5
	Other - specify	4	1	94.5
	Townhouse	22	5.5	100
	Total	403	100	

How old are you?

		Frequency	Valid Percent	Cumulative Percent
Valid	35 or younger	23	5.7	5.7
	36 to 65 years	230	57.1	62.8
	Over 65 years	150	37.2	100
	Total	403	100	

Which of the following age groups do you fall into?

		Frequency	Valid Percent	Cumulative Percent
Valid	18-25	3	0.7	0.7
	26-35	20	5	5.7
	36-45	54	13.4	19.1
	46-55	83	20.6	39.7
	56-65	93	23.1	62.8
	Over 65	150	37.2	100
	Total	403	100	

Gender

		Frequency	Valid Percent	Cumulative Percent
Valid	F	184	45.7	45.7
	M	219	54.3	100
	Total	403	100	

How many years have you lived in Destin?

		Frequency	Valid Percent	Cumulative Percent
Valid	2 or less	22	5.5	5.5
	3 to 5	68	16.9	22.3
	6 to 10	103	25.6	47.9
	11 to 20	124	30.8	78.7
	more than 20	86	21.3	100
	Total	403	100	

What is your present marital status?

		Frequency	Valid Percent	Cumulative Percent
Valid	Never married	30	7.4	7.4
	Now married	298	73.9	81.4
	Separated	4	1	82.4
	Divorced	32	7.9	90.3
	Widowed	37	9.2	99.5
	Refused to answer	2	0.5	100
	Total	403	100	

What was your household income before taxes last year?

		Frequency	Valid Percent	Cumulative Percent
Valid	Under \$15,000	2	0.5	0.5
	\$15,000 - 24,999	20	5	5.5
	\$25,000 - 49,999	50	12.4	17.9
	\$50,000 - 74,999	66	16.4	34.2
	\$75,000 - 99,999	66	16.4	50.6
	\$100,000 - 149,999	66	16.4	67
	\$150,000 or more	59	14.6	81.6
	don't know	10	2.5	84.1
	Refused to answer	64	15.9	100
	Total	403	100	

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Questions?

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